## CLAIMS

What is claimed is:

1. A retroreflective article comprising:

a) a microporous substrate containing a plurality of pores which are less than 0.5 $\mu$m in diameter; and

b) a layer of reflective material located on the surface of the substrate such that said layer at least partially obscures a plurality of the pores of the substrate.

2. A retroreflective article, as set forth in claim 1, additionally comprising a protective coating material layer, overlying said layer of metal.

3. A retroreflective article, as set forth in claim 2, wherein said protective coating material is selected from the group consisting of polyurethanes, polymethylmethacrylate and copolymers thereof, styrene-acrylonitriles, polystyrene, polycarbonate, organosiloxanes, amorphous polyolefins, evaporative dielectric coatings and other transparent materials.

4. A retroreflective article as set forth in claim 1, wherein said substrate contains a plurality of pores which have diameters which are less than the wavelength of visible light.

5. A retroreflective article, as set forth in claim 1, wherein said substrate is comprised of a nanoporous polymeric film.

6. A retroreflective article, as set forth in claim 4, wherein said substrate is in the form of a fabric.

7. A retroreflective article, as set forth in claim 5, wherein said substrate is selected from the group consisting of polyethylene,

polytetrafluoroethylene, polypropylene, polyethylene terephthalate, polymethylmethacrylate and polyacetates.

8. A retroreflective article, as set forth in claim 1, wherein said reflective material layer is selected from the group consisting of metals and dielectric coatings.

9. A retroreflective article, as set forth in claim 8, wherein said metals are selected from the group consisting of aluminum, chromium, nickel, silver and gold.

10. A retroreflective article, as set forth in claim 9, wherein said reflective material is aluminum.

11. A retroreflective article, as set forth in claim 10, wherein said reflective material layer has a thickness of between about 0.001 to about 0.0001 inches (about 0.025 to about 0.0025 mm).

12. A retroreflective article, as set forth in claim 1, wherein an optical performance enhancing characteristic has been introduced into said article.

13. A retroreflective article, as set forth in claim 12, wherein said optical performance enhancing characteristic is a repeating corner cube design.

14. A retroreflective article, as set forth in claim 1, additionally comprising an adhesive layer located on the side of said substrate opposite to the side on which said reflective material layer is deposited.

15. A retroreflective article, as set forth in claim 1, affixed to a carrier substrate member via said adhesive layer.

16. A method for the production of a reflective article comprising the steps of:

a) providing a substrate which contains pores which have a diameter of less than 0.5 $\mu$m; and

b) applying a layer of reflective material to the substrate in such a way that said layer at least partially obscures a plurality of the pores of the substrate.

17. The method, as set forth in claim 16, further comprising the step of applying a protective layer to said reflective article, overlying said layer of metal.

18. The method, as set forth in claim 17, wherein said protective coating material is selected from the group consisting of polyurethanes, polymethylmethacrylate and copolymers thereof, styrene-acrylonitriles, polystyrene, polycarbonate, organosiloxanes, amorphous polyolefins, evaporative dielectric coatings and other transparent materials.

19. The method, as set forth in claim 16, wherein said reflective material is selected from the group consisting of metals and dielectrics.

20. The method, as set forth in claim 19, wherein said metal layer is selected from the group consisting of aluminum, chromium, nickel, silver and gold.

21. The method, as set forth in claim 20, wherein said metal is aluminum and is applied in a layer that is between about 0.001 to about 0.0001 inches (about 0.0254 to about 0.00254 mm) thick.

22. The method, as set forth in claim 16, further comprising the step of processing said article to introduce optical performance enhancing characteristics.

23. The method, as set forth in claim 22, wherein said step of processing to introduce optical performance enhancing characteristics comprises embossing said article using calendar rolls or flat plates.

24. The method, as set forth in claim 23, wherein said step of processing includes heating said calendar rolls.

25. The method, as set forth in claim 23, wherein said step of processing to introduce optical performance enhancing characteristics includes introducing a repeating corner cube design into said reflective layer.